

GAINESVILLE, —THE— University City.

Gainesville is conceded to be the most surprising as well as the most beautiful city in the interior of Florida. It is located in the very center of the State, half way between the Atlantic and Gulf Coasts, surrounded by such fertility as to be capable of growing a great variety of crops, and a heart of the truck-growing, dairy and naval stores belt. Since the best educational advantages of the State, good churches, with which are superior to any of its size in Florida, with large and consistent congregations; has a which cannot be excelled for its pleasure. All these natural advantages combined with a progressive and enterprising cosmopolitan population, are sure to make a big city.

There are many natural attractions in proximity to the city, some of which are Alachua Sink, Faine's Lake, the Devil's Mill Hopper, War-Cross, and Lake Newman, all of which are reached by private conveyance. The Park Stock Farm, the largest live stock farm in the State, is eight miles west of the city, reached by a good hard road, and a most pleasant drive. Farmers of Alachua county, of which Gainesville is the county seat, have home and board at the same place. The temperature is very uniform, scarcely ever reaching the ninety summer or the twenties in winter. The population of Gainesville is eight thousand, representing every nationality on the face of the earth, and strangers always with a hearty welcome. The University of Florida for young men and the National Agricultural Experiment Station are located within corporate limits of the city. In Gainesville has so many things to be must be pardoned if we omit them in the following enumeration:

Gainesville Has:

- Alachua.
- Garage.
- Hotels.
- Banks.
- Dairies.
- Foundry.
- Workshops.
- Churches.
- Plant.
- Shops.
- Bakeries.
- Physicians.
- Fruit stores.
- Groceries.
- Restaurants.
- Seed store.
- Trade.
- Shoe stores.
- Shoe shops.
- University.
- Temple.
- Lawyers.
- Artist shops.
- Contractors.
- Cycle shop.
- Diamond.
- Factories.
- Schools.
- Woolen store.
- Public library.
- Wagon works.
- Shoeing mill.
- Market stores.
- Woolen yards.
- Woolen works.
- Sherrymiths.
- Wood yards.
- Dental rooms.
- Wagon office.
- Mail delivery.
- Woolen market.
- Woolen shops.
- Woolen schools.
- Woolen houses.
- Woolen systems.
- Woolen offices.
- Woolen clubs.
- Woolen shops.
- Woolen works.
- Woolen houses.
- Woolen church.
- Woolen company.
- Woolen stores.
- Woolen office.
- Woolen laundry.
- Woolen church.
- Woolen churches.
- Woolen newspaper.
- Woolen stores.
- Woolen physician.
- Woolen stores.
- Woolen churches.
- Woolen stores.
- Woolen plant.
- Woolen newspaper.
- Woolen stores.
- Woolen gallery.
- Woolen drink stands.
- Woolen light plant.
- Woolen shops.
- Woolen systems.
- Woolen orders.
- Woolen churches.
- Woolen land office.
- Woolen laboratory.
- Woolen Sunday schools.
- Woolen surgeons.
- Woolen churches.
- Woolen manufactures.
- Woolen agents.
- Woolen department.
- Woolen companies.
- Woolen churches.
- Woolen organization.
- Woolen galleries.
- Woolen picture shows.
- Woolen Chautauqua.
- Woolen coverage system.

One semi-weekly newspaper.
Five life insurance agencies.
Two fertilizer manufactories.
Five fire insurance agencies.
Two livery and feed stables.
One crate and basket factory.
One Elks' Club reading room.
Hardwood Manufacturing Plant.
Agricultural Experiment Station.
The Diocesan School of Florida.
Florida Winter Bible Conference.
Five dressmaking establishments.
National Odd Fellows' Sanitarium.
Three undertaking establishments.
Two of the best hotels in the interior.
Two wholesale grain and feed stores.
Two wholesale grocery establishments.
Water "that has made Gainesville famous."
The finest opera house in the State outside of Jacksonville.
A Government building now being erected to cost when completed \$150,000.
Carpenters, masons, plasterers, painters, printers, machinists and laboring men galore.
More miles of paved streets and granolithic sidewalks than any other town in the interior of the State.
An \$85,000 court house built of brick and stone—a beautiful structure—and the lawns, flower beds, shrubbery, Confederate monument, etc., surrounding it, make it a most attractive picture.

OFFICIAL DIRECTORY.

State Officers:
Governor—A. W. Gilchrist, Tallahassee.
Secretary of State—H. Clay Crawford, Tallahassee.
Comptroller—A. C. Croom, Tallahassee.
Treasurer—W. V. Knott, Tallahassee.
Attorney-General—Park M. Trammell, Tallahassee.
Commissioner of Agriculture—B. E. McIn, Tallahassee.
Supt. of Public Instruction—Wm. M. Holloway, Tallahassee.
Railroad Commissioners—R. Hudson Burr, Chairman; Newton A. Blitch, Royal C. Dunn, W. C. Yon, secretary. All communications should be addressed to Tallahassee.
President of the Senate—F. M. Hendon, Miami.

County Officers:
Clerk and Auditor—S. H. Wienges, Gainesville.
Supt. Public Instruction—Dr. J. L. Kelley, Gainesville.
Sheriff—P. G. Ramsey, Gainesville.
County Judge—H. G. Mason, Gainesville.
Tax Assessor—W. W. Colson, Gainesville.
Tax Collector—W. D. Dickinson, Gainesville.
Treasurer—J. D. Matheson, Gainesville.
Supervisor Registration—J. C. McGrew, Gainesville.
County Commissioners—John G. Dampier, Chairman, Hague; J. F. Townsend, Campville; J. W. May, Archer; Chas. W. Summers, Trenton; O. P. Cannon, Gainesville.
Members School Board—R. B. Woods, Chairman, Hawthorn; J. Moody, LaCrosse; G. W. Miller, Trenton.
State Senator—H. H. McCrory, Gainesville.
Members House—Syd. L. Carter, Gainesville; T. A. Duke, Santa Fe.

City Officers:
Mayor—Horatio Davis.
Marshal—Chas. M. Dell.
Tax Assessor—W. M. Bradford.
Tax Collector—T. B. Ellis, Jr.
Clerk and Treasurer—J. Maxey Dell.
City Attorney—R. E. Davis.
Board of Aldermen—G. K. Broome, President; S. J. Burnett, H. L. Phifer, H. E. Graves, C. A. Colclough, W. T. Pound, J. A. Goodwin.
Board of Public Works—H. E. Taylor, Chairman; W. W. Hampton, secretary; H. P. Dutton, E. J. Baird, J. H. Vidal.

We Ask You

to take Cardui, for your female troubles, because we are sure it will help you. Remember that this great female remedy—

WINE OF CARDUI

has brought relief to thousands of other sick women, so why not to you? For headache, backache, periodical pains, female weakness, many have said it is "the best medicine to take." Try it!
Sold in This City

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DR. SARAH M. DAVIS
OSTEOPATHIC PHYSICIAN
Gainesville, Florida.
Office 201 E. Main St., North. Telephone 125. Office hours 9 to 12, 2 to 5, and by appointment. Graduate of American School of Osteopathy under founder of system, Kirksville, Mo.

DR. J. D. L. TENCH,
DENTIST,
Gainesville, Florida.
Office—Rooms 1 and 2, Graham Building. Office hours: 8 to 12 a. m. 1 to 5 p. m.

C. G. MIXSON,
DENTIST.
Office Over Dutton Bank. Phone 286
Gainesville, Fla.

DR. DeVERE B. MORRIS,
.... DENTIST
Office over Gainesville National Bank
Phone 300.

DR. J. H. ALDERMAN,
DENTIST.
Office over Dutton & Co's. Bank
Phone 280, Gainesville, Fla.

J. C. ADKINS
Attorney-at-Law.
Porter Block,
Gainesville — — — — — Florida

W. E. BAKER,
ATTORNEY-AT-LAW,
SOLICITOR IN CHANCERY.
GAINESVILLE, Alachua Co., FLA.
Office in Haymans Block.

FERDINAND BAYER,
ATTORNEY AT LAW,
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Can sell your city property, (improved and unimproved), phosphate trucking and farming lands. Send him a list of what you offer for sale. 9142m

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FRANK CLARK THOS. W. FIELDING
CLARK & FIELDING
LAWYERS
Practice in all Courts, State and Federal.
Office Over Gainesville National Bank, Gainesville, Florida.

Dr. A. Dolan
VETERINARIAN
Residence:
Magnolia Hotel - Gainesville

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GAINESVILLE, FLA.

Farms, Dwellings, Lots
—For Sale—
LIST YOUR PROPERTY WITH US
Abstracts of Title Made
To all Lands in Alachua County
on short notice

Fire Insurance
—Written in Reliable Companies—

ABOUT ADVERTISING—NO. 6

If It Fits You Wear This Cap

By Herbert Kaufman

Advertising isn't a crucible with which lazy, bigoted and incapable merchants can turn incompetency into success—but one into which brains and tenacity and courage can be poured and changed into dollars. It is only a short cut across the fields—not a moving platform. You can't "get there" without "going some."

It's a game in which the worker—not the shirker—gets rich.

By its measurement every man stands for what he is and for what he does, not for what he was and what he did.

Every day in the advertising world is another day and has to be taken care of with the same energy as it's yesterday.

The quitter can't survive where the plugger has a ghost of a chance.

Advertising doesn't take the place of business talent or business management. It simply tells what the business is and how it is managed. The snob whose father created and who is content to live on what was handed to him can't stand up against the man who knows he must build for himself.

What makes you think that you are entitled to prosper as well as a competitor who works twice as hard for his prosperity?

Why should as many people come to your store as patronize a shop that makes an endeavor to get their trade and shows them that it is worth while to come to its doors?

Why should a newspaper send as many customers to you in half the time it took to fill an establishment which advertised twice as long and paid twice as much for its publicity?

This is the day when the best man wins—after he proves that he is the best man—when the best store wins, when it has shown that it is the best store—when the best goods win, after they've been demonstrated to be the best goods.

If you want the plum you can't get it by lying under the tree with your mouth open waiting for it to drop—too many other men are willing to climb out on the limb and risk their necks in their eagerness to get it away from you.

It is a man's game—this advertising—just hanging on and tugging and straining all the time to get and keep ahead. It is the finite expression of the law of competition which sits in blind-folded justice over the markets of the world.

(Copyright, 1908, by Tribune Company, Chicago.)

"That Which Is Worth Having Is Worth Advertising For"

The old adage that what is worth having is worth asking for is still true—true of the more intricate life of today. The thing you want—whether it is a used piano or a home, whether it is a ready-made business or a lost pocket-book—is obtained readily through advertising, and with difficulty, or not at all, through other means.

Advertise in THE SUN